

SEP 25 1924 ✓

©CIL 20598 ✓

SINNERS IN HEAVEN ✓

Photoplay in 7 reels ✓

From the novel by Clive Arden ✓

Screen Play by James Creelman ✓

Author of the Photoplay (under section 62)  
Famous Players Lasky Corporation of U.S. ✓

# PARAMOUNT PRESS

Adolph Zukor and Jesse L. Lasky present  
An ALAN CROSLAND Production  
"SINNERS IN HEAVEN"  
with  
BEBE DANIELS AND RICHARD DIX  
From the novel by Clive Arden  
Screen play by James Creelman  
A Paramount Picture

SEP 25 1924

PURPOSE: To Help You Sell the Picture

## "SINNERS IN HEAVEN", FAMOUS PICTURE WITH BEBE DANIELS

### Unusual Dramatic Romance of a Man and Woman Cast Away on a Desert Island

"Sinners in Heaven" Is a Colorful Picturization of the English Prize Novel of the Same Name—Filmed Midst Scenic Splendor—Sumptuously Produced by Alan Crosland—With a Cast of Paramount Favorites

WHEN the list of the best pictures of 1924 is made up, "Sinners in Heaven" will have a prominent place at the top. The picture has all the elements of popularity and considered from every angle—plot, direction, acting, settings and photography is the embodiment of perfect screen entertainment.

Lost-on-the-desert island stories are no longer novelties, but this one is as different from the ordinary story of that type as night is different from day. Seldom, if ever, has the public acclaimed a story with the enthusiasm with which it has welcomed this prize-winning novel, and you can bet your bottom dollar that it has lost none of its vitality by its transfer to the screen.

Alan Crosland is one of the few directors whose name actually means something at the box-office. That's because he hasn't made a bad picture yet. All of his previous directorial efforts have been proven money-makers. Remember "Enemies of Women," "Under the Red Robe" and "Three Weeks" to mention but a few of his past successes? Grade-A entertainment each and every one of them—you know that! Well, Crosland himself honestly believes that "Sinners in Heaven" will top them all at the box-office.

No need to tell you about the merits of the superlative cast. Bebe Daniels is the idol of millions and Richard Dix is to-day the fastest growing male star in America. Each of them has a wonderful part in the picture and each scores a great personal triumph. The other members of the supporting cast are all well known, popular players.

Scenically and photographically the picture leaves nothing to be desired. The exteriors were all "shot" midst the tropical beauty of the West Indies where flourishes some of the most beautiful scenery this side of Paradise. As for the interior sets, well, Crosland has a reputation to uphold, and it is no exaggeration to say that he has surpassed himself.

#### Cast

Barbara Stockley.....	Bebe Daniels
Alan Croft.....	Richard Dix
Hugh Rochedale.....	Holmes Herbert
Mrs. Madge Fields.....	Florence Billings
Native Girl.....	Betty Hilburn
Native Chief.....	Montague Love
Mrs. Stockley.....	Effie Shannon
Barbara's Aunt.....	Marcia Harris

#### Synopsis

WHAT a title! What a story! What forces of tradition and convention throw a man and woman thrown together on a tropical island with no hope of rescue?

Here is an astounding situation that intrigues only the starting point of a series of death-taking adventures.

"Sinners in Heaven" was produced by Alan Crosland and Richard Dix playing the leading roles.

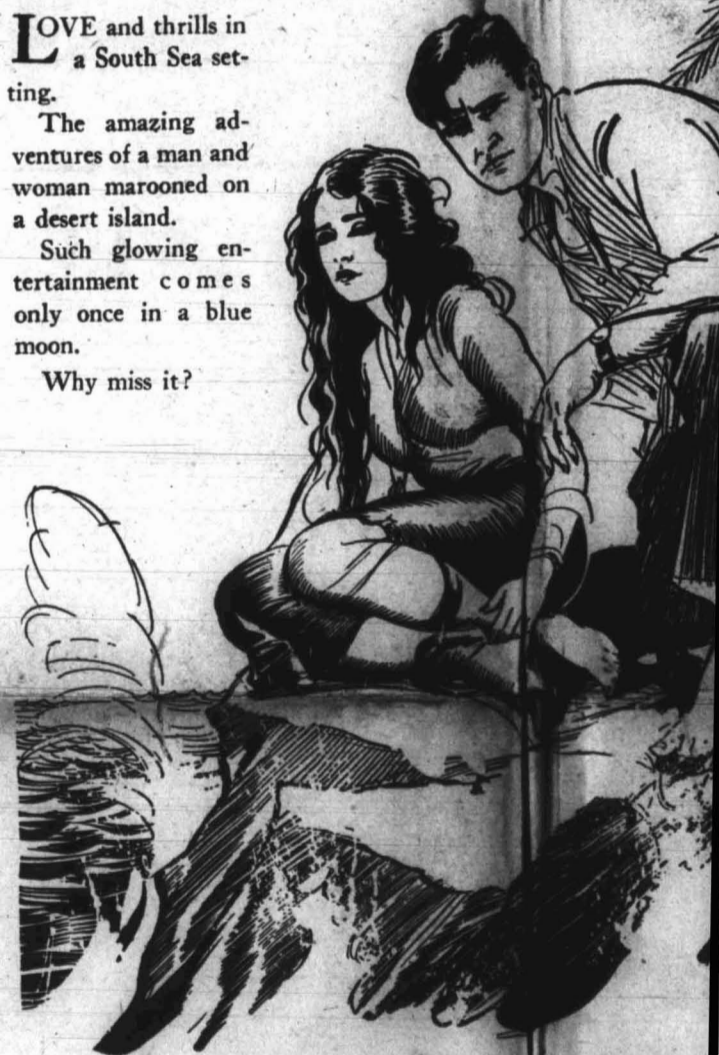
Here is a combination of story, stars and scenery that will clean up the box office but standing room only! Watch it clean up!

LOVE and thrills in a South Sea setting.

The amazing adventures of a man and woman marooned on a desert island.

Such glowing entertainment comes only once in a blue moon.

Why miss it?



AN ALAN CROSLAND PRODUCTION

"SINNERS IN HEAVEN"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

# PARAMOUNT

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An ALAN CROSLAND Production  
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From the novel by Clive Arden  
Screen play by James Creelman  
A Paramount Picture

# SHEET

To Help You Sell the Picture to the Public.

## "FAMOUS NOVEL, GREAT BEBE DANIELS AND RICHARD DIX

What a story!  
If tradition and convention could keep apart for long  
and be thrown together on a tropical island with no appar-  
ent situation that intrigues the imagination, yet, it is  
a series of breath-taking events that will leave the

was produced by Alan Crosland with Bebe Daniels  
in the leading roles.  
The story, stars and director that means noth-  
ing! Watch it clean up for you!



LAND  
"SINNERS IN  
HEAVEN"  
WITH  
Bebe Daniels  
Richard Dix

### "Sinners in Heaven"

DARBURY, a quaint little  
English village, typifying  
civilization, convention and tradi-  
tion—and a beautiful, tropical  
desert island, somewhere off the  
coast of  
agery,  
freedom from man-made laws.  
Against these two contrasting  
backgrounds, "Sinners in Heav-  
en" unfolds its story of gripping,  
thrilling drama.

And what a story it is! And  
how aptly descriptive the title!  
There are those who will see the  
picture to whom black is always  
black and white always white;  
who see virtue segregated on one  
hand, and vice marked in plain  
figures on the other. These peo-  
ple, even as the heroine's own  
family, will say that the first  
word of the title is justly used.  
Then there will be many other  
folks whose moral perceptions dis-  
tinguish varying shades of gray  
between black and white; who  
hold that clean hands and a pure  
heart may break even a sacred  
convention. Such as these will see  
the fitness of the last word of the  
title but will have no patience  
with the first.

It is inevitable that every man  
and woman who sees the picture  
should ask himself or herself:  
what would I do if I were placed  
in that position? The result of  
such self-questioning is discussion,  
and it is this word-of-mouth ad-  
vertising that builds up box office  
profits.

The theme of the story is brand  
new, startling. Nothing like it  
has ever before been seen on the  
screen. The nearest thing to it is  
"Male and Female" which Cecil  
B. DeMille produced several years  
ago. But even this picture falls  
far short of the tremendous real-  
ism and overpowering drama that  
"Sinners in Heaven" is chock-  
full of.

Bebe Daniels has been in pic-  
tures a good many years but it is  
doubtful if she was ever called  
upon to portray a role so vital,  
so compelling as the part she plays  
in this picture. She is cast as a  
little English girl who is brought  
up in typical, narrow, English sur-  
roundings—her home life a bore  
and one long struggle for a happy  
moment.

She has consented to a typical  
English marriage to a man she  
does not love, but the conventions  
of her life-time are strong enough  
that she hasn't got the backbone  
to refuse. Like a bird that is to  
take its last fly before being caged  
for life, she goes as a passenger  
on a hydroplane expedition into

### PUTTING IT OVER RIGHT

would arouse curiosity and bring the  
folks flocking to the box office, a title  
that had to stand on its own without  
names or known story value, or any-  
thing else, you certainly would have  
to think some to get a better title  
than "Sinners in Heaven".

Add to that the fact it is England's  
prize story and best-seller of last  
year, sweeping the bookstands of this  
country to-day—with two of Para-  
mount's favorites playing the leading  
roles—with one of Paramount's great-  
est directors in charge of direction—  
and then ask yourself the question:  
is there exploitation possibilities in  
this picture?

You know there is!

Before you go any further, turn to  
page 3 in this press sheet and absorb  
every bit of information on that  
"Novelty Teaser Campaign". That  
stunt alone, properly carried out, is  
worth a fortune to you!

We have said it before and say it  
again: don't forget the book tie-up.  
Published by Bobbs-Merrill, Indian-  
apolis. The sale of the book has  
been tremendous. Your local book-  
seller will gladly cooperate with you.

The story of the picture offers a splen-  
did opportunity for a series of type ads  
along the line of "What would YOU do,  
if—"

For a street stunt: A wrecked  
aeroplane with a sign "Wrecked by  
SINNERS IN HEAVEN" ..... or  
..... a plane in good condition  
with the sign "Hop off to see SIN-  
NERS IN HEAVEN at the Strand".

Tie-up: with stores selling toy  
aeroplanes. Build one of sufficient  
size for lobby, use also palms, sand,  
etc. in lobby—create a Wild African  
atmosphere.

There can be obtained at very low  
quantity cost, the toy aeroplanes  
made merely of heavy paper and a  
rubber band, on which can be  
stamped or imprinted, a message  
concerning the picture.

How about a lucky number contest  
with toy aeroplanes as prizes for the  
children and copies of the book for  
the adults?

Distribute in small envelopes sand  
from "the shores of Darkest Africa"  
where Daniels and Dix are wrecked.

Use a map of Africa in advertising,  
lobby, etc. showing where these people  
were wrecked. There are still thou-  
sands of people to whom Africa is but  
a name and a vague "somewhere".

by Alan Crosland—With a Cast of Paramount Favorites

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No need to tell you about the merits of the superlative cast. Bebe Daniels is the idol of millions and Richard Dix is to-day the fastest growing male star in America. Each of them has a wonderful part in the picture and each scores a great personal triumph. The other members of the supporting cast are all well known, popular players.

Scenically and photographically the picture leaves nothing to be desired. The exteriors were all "shot" midst the tropical beauty of the West Indies where flourishes some of the most beautiful scenery this side of Paradise. As for the interior sets, well, Crosland has a reputation to uphold, and it is no exaggeration to say that he has surpassed himself.

## Cast

Barbara Stockley.....	Bebe Daniels
Alan Croft.....	Richard Dix
Hugh Rochedale.....	Holmes Herbert
Mrs. Madge Fields.....	Florence Billings
Native Girl.....	Betty Hilburn
Native Chief.....	Montague Love
Mrs. Stockley.....	Effie Shannon
Barbara's Aunt.....	Marcia Harris

## Synopsis

Barbara Stockley, straight-laced daughter of a conventional English family, who lives in a prim little English village, is persuaded by her intimate friend, Mrs. Fields, to go on a round-the-world flight in a hydroplane with her brother, Alan Croft, a flier of international fame. Barbara leaves her fiancé, Hugh Rochedale, with the promise that when she returns the following Christmas, she will marry him.

The fliers get caught in a south-sea typhoon and are wrecked off the coast of a small island in the tropics. All are lost but Barbara and Alan who manage to get to shore safely. To their dismay they discover that the island is inhabited by savages. However, with the aid of the radio outfit which he salvages from the wreckage, Alan scares the superstitious natives into believing that he is a white god.

As time passes, Alan and Barbara realize they love each other. Finally they plight their troth before God, and without clergy, perform a marriage ceremony.

When hope of rescue is almost gone, an aeroplane suddenly appears on the horizon. A searching party that has been working months to find trace of the lost fliers lands on the island. Just in the nick of time! For the natives, having discovered that Alan is not a god, decide to kill them both. In the fierce battle that follows, Alan is shot by a native and left for dead, while Barbara and the aviators escape.

When Barbara returns home, she finds the town outraged at the news of her unconventional marriage. Although believing Alan dead, Barbara, nevertheless, defends her action.

But happiness comes to her at last, for Alan miraculously appears one day and takes her in his arms. A native girl had hid him and nursed him back to life, and a passing steamer had rescued him. So Barbara and Alan renew the vows they had taken on the desert island.

Here is a combination of titillating story, standing room only! Watch it clean up

LOVE and thrills in a South Sea setting.

The amazing adventures of a man and woman marooned on a desert island.

Such glowing entertainment comes only once in a blue moon.

Why miss it?



AN ALAN CROSLAND PRODUCTION

# "SINNER HEAVEN"

PRESENTED BY  
ADOLPH ZUKOR  
AND  
JESSE L. LASKY

Three-column Newspaper Advertisement

## All the Facts About "Sin"

Featured—Bebe Daniels and Richard Dix.

Director—Alan Crosland. This directorial genius has such box office successes to his credit as "Enemies of Women," "Under the Red Robe," and "Three Weeks." "Sinners in Heaven" is his second Famous Forty production; his first was "Unguarded Women."

Author—Clive Arden, whose story of the same name was adjudged the British prize novel of last year.

Scenarist—James Ashmore Creelman.

Cameraman—Henry Cronjager.

Support—Holmes Herbert, Florence Billings, Betty Hilburn, Montague Love, Effie Shannon and Marcia Harris.

Type of Story—Unusual dramatic romance.

Theme—Conventions were made for men, not men for conventions. In matters of morals, time, place and persons must be considered.

Appeal—Remember "Male and Female" by Cecil B. DeMille? "Sinners in Heaven" is the nearest thing to it. Here is a story that came over to this country with the reputation of an English best-seller behind it and in a few short months, has sold into several hundred thousand copies in the United States. There's a reason!

Box Office Value—It has all the elements of box office success: a teasing title, a plot that is different, a cast of popular favorites and a great director. This picture is a guaranteed gold-getter if there ever was one!

Big Screen

show this try vi bishne of the unkno tage o —the beauty nature final s

Highlight

this pi tiful 1 compa admitt to film that f leaves showin village Island typical scribe hydrop ciated. risked quence nothing rific pu one of will ba your pi

on of title, story, stars and director that means nothing! Watch it clean up for you!



# LAND INNERS IN HEAVEN"

WITH  
**Bebe Daniels  
Richard Dix**

column Newspaper Advertisement 3A.

## About "Sinners in Heaven"

ard Dix. rectorial genius o his credit as the Red Robe," in Heaven" is action; his first y of the same prize novel of an.

e Billings, Bet- e Shannon and romance. r men, not men f morals, time, idered.

male" by Cecil n" is the near- that came over tion of an Eng- n a few short ndred thousand ere's a reason! lements of box plot that is dif- tes and a great aranteed gold-

**Big Scenes**—The picture manages very cleverly to show the sharp contrast between life in a country village with its smallness of outlook, snobishness and spite, and life in the wild places of the world where convention and tradition are unknown. Alan Crosland has taken full advantage of the many box office angles to the story—the storm, the romance, the wild tropical beauty of the island, the fight for life against nature and savages, the thrilling rescue and the final satisfying ending.

**Highlights**—One of the chief points of interest in this picture is its scenic backgrounds and beautiful photography. Crosland took the entire company to the Bahama Islands, a locale that is admittedly chock-full of color and atmosphere, to film all of the out-door scenes. The result is that from a pictorial standpoint the picture leaves nothing to be desired. The interior sets, showing the home life of the small town English villagers, were faithfully reproduced at the Long Island studio by men who are familiar with the typical English rural life. It is difficult to describe the storm scenes and the wreck of the hydroplane. They must be seen to be appreciated. Miss Daniels and Mr. Dix actually risked their lives during the filming of these sequences because the director was eager to have nothing mar the realism of one of the most terrific punches in the picture. All in all, here's one of the outstanding hits of the season, and it will back up any promises that you make to your patrons about it.

backgrounds, "Sinners in Heaven" unfolds its story of gripping, thrilling drama.

And what a story it is! And how aptly descriptive the title! There are those who will see the picture to whom black is always black and white always white; who see virtue segregated on one hand, and vice marked in plain figures on the other. These people, even as the heroine's own family, will say that the first word of the title is justly used. Then there will be many other folks whose moral perceptions distinguish varying shades of gray between black and white; who hold that clean hands and a pure heart may break even a sacred convention. Such as these will see the fitness of the last word of the title but will have no patience with the first.

It is inevitable that every man and woman who sees the picture should ask himself or herself: what would I do if I were placed in that position? The result of such self-questioning is discussion, and it is this word-of-mouth advertising that builds up box office profits.

The theme of the story is brand new, startling. Nothing like it has ever before been seen on the screen. The nearest thing to it is "Male and Female" which Cecil B. DeMille produced several years ago. But even this picture falls far short of the tremendous realism and overpowering drama that "Sinners in Heaven" is chock-full of.

Bebe Daniels has been in pictures a good many years but it is doubtful if she was ever called upon to portray a role so vital, so compelling as the part she plays in this picture. She is cast as a little English girl who is brought up in typical, narrow, English surroundings—her home life a bore and one long struggle for a happy moment.

She has consented to a typical English marriage to a man she does not love, but the conventions of her life-time are strong enough that she hasn't got the backbone to refuse. Like a bird that is to take its last fly before being caged for life, she goes as a passenger on a hydroplane expedition into far and foreign countries.

Handsome, manly, virile Richard Dix has the role of the pilot

the British aviation service, a hero, but cold and stern and for whom a woman has no appeal. In a terrible storm the plane is wrecked on the African Coast. All on board are killed with the exception of the aviator and the girl.

So this male and female find themselves alone in darkest Africa, apparently a million miles from any sign of civilization. The settings for this picture might well be the Garden of Eden with the original conflict between man and woman.

After many exciting experiences, love begins to have its way and finally a marriage is performed, but how is it performed? Here are two people, without clergy, without friends, isolated on a desert island, and yet, in their own eyes, they are as solemnly married as though they were home with all the modern conventions.

And if you think that this is the biggest punch in the picture, you are mistaken, because the girl is finally rescued and the man left for dead on the island. And what happens after that in reuniting them furnishes enough action for at least half a dozen pictures.

Made by another company the

thing else, you certainly would have to think some to get a better title than "Sinners in Heaven".

Add to that the fact it is England's prize story and best-seller of last year, sweeping the bookstands of this country to-day—with two of Paramount's favorites playing the leading roles—with one of Paramount's greatest directors in charge of direction—and then ask yourself the question: is there exploitation possibilities in this picture? You know there is!

Before you go any further, turn to page 3 in this press sheet and absorb every bit of information on that "Novelty Teaser Campaign". That stunt alone, properly carried out, is worth a fortune to you!

We have said it before and say it again: don't forget the book tie-up. Published by Bobbs-Merrill, Indianapolis. The sale of the book has been tremendous. Your local bookseller will gladly cooperate with you.

The story of the picture offers a splendid opportunity for a series of type ads along the line of "What would YOU do, if—"

For a street stunt: A wrecked aeroplane with a sign "Wrecked by SINNERS IN HEAVEN" ..... or ..... a plane in good condition with the sign "Hop off to see SINNERS IN HEAVEN at the Strand".

Tie-up: with stores selling toy aeroplanes. Build one of sufficient size for lobby, use also palms, sand, etc. in lobby—create a Wild African atmosphere.

There can be obtained at very low quantity cost, the toy aeroplanes made merely of heavy paper and a rubber band, on which can be stamped or imprinted, a message concerning the picture.

How about a lucky number contest with toy aeroplanes as prizes for the children and copies of the book for the adults?

Distribute in small envelopes sand from "the shores of Darkest Africa" where Daniels and Dix are wrecked.

Use a map of Africa in advertising, lobby, etc. showing where these people were wrecked. There are still thousands of people to whom Africa is but a name and a vague "somewhere".

The line-up of advertising aids, samples of which you can get at your local Paramount exchange, offers unlimited possibilities for advertising and profit. Take the roto

back page to local merchants. It will be able to distribute several thousands of these without any expense to yourself. Live-wire exhibitors are doing that constantly. Think it over, then get busy.

The picture is bound to create a good deal of discussion. Everybody will enjoy it, but people will take sides on the theme of the story, whether or not the hero and heroine were justified in performing their unconventional marriage. Through your local newspaper you could offer a money prize or a season pass to the person who sends in the best letter on that point.

In conclusion, remember this: "Sinners in Heaven" will reflect back in box office receipts all the effort you put into it. If you put some of the above suggestions to work for you, the picture will establish new records at your theatre for crowds and cash.

picture would probably have been road-showed but Paramount is delivering "Sinners in Heaven" direct to exhibitors as only one of its Famous Forty line-up. It is a big picture, made in a big way, with a big director and a big cast.

If ever a picture was released to exhibitors that was a sure-fire, guaranteed, 100% box office success, this is it!



# "Sinners in Heaven", with ADS THAT WILL GET THE

Your Exchange has mats of all ads and production scenes; also

AN absorbing conflict between man and woman in a modern Garden of Eden. Made by the director of "Unguarded Women."



AN  
ALAN CROSLAND  
PRODUCTION

# "SINNERS IN HEAVEN"

PRESENTED BY  
ADOLPH ZUKOR  
AND  
JESSE LASKY

WITH  
*Bebe Daniels*  
*Richard Dix*

Four-column Newspaper Advertisement 4A. (Mats Only)



Bebe Daniels and Richard Dix in the Paramount Picture "Sinners in Heaven." An Alan Crosland Production.

Two-column Production Mat 2P



Richard Dix in the Paramount Picture "Sinners in Heaven"

Production Mat 1PA



Midget Car 11 MA

Four-Page

Screen

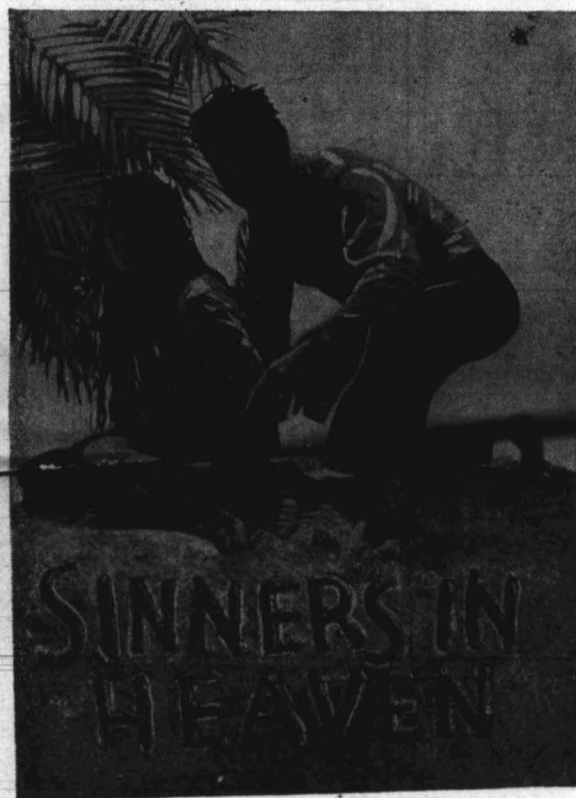
**RIALTO**  
(Play Dates)

# , with Bebe Daniels and Richard Dix ET THE EYE AND THE MONEY

in scenes; also cuts of one, two, supplementaries and midgets. Price list on page 4.



## Four-Page Colored Herald



If you're not a regular user of Paramount heralds you ought to be. Start with this one and watch the result!

The cover is illustrated on the left page of the herald. Do the original full justice.

Ask your exchange to show you a sample in rich colors. \$3.00 per 1,000.

Back page left blank for theatre name, dates, etc.



Midget Cut 1MB



Midget Cut 1MC

## TRAILER

You can get an excellent Service Trailer on "Sinners in Heaven."

Ask the booker at your exchange, or order direct from National Screen Service, Inc.

For list of offices, see Price List on Page 4.



Bebe Daniels in the Paramount Picture "Sinners in Heaven" Production Mat 1PB

## Four-Page Roto Magazine



## "SINNERS IN HEAVEN"

WITH Bebe Daniels, Richard Dix



AN ALAN CROSLAND PRODUCTION



MAROONED on a desert island, facing problems of hunger, cold and love. And solving them—how?

See the amazing adventures of this man and woman, and thrill to as fascinating a story as was ever screened.

By far the best picture Daniels and Dix ever appeared in.

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AN  
ALAN CROSLAND  
PRODUCTION

# "SINNERS IN HEAVEN"

WITH  
*Bebe Daniels*  
*Richard Dix*

Four-column Newspaper Advertisement 4A. (Mats Only)



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"Sinners in Heaven." An Alan Crosland Production.

Two-column Production Mat 2P



Richard Dix  
in the Paramount Picture  
"Sinners in Heaven."

Production Mat 1PA



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AN  
ALAN CROSLAND  
PRODUCTION

# "SINNERS IN HEAVEN"

—WITH—  
*Bebe Daniels*  
*Richard Dix*

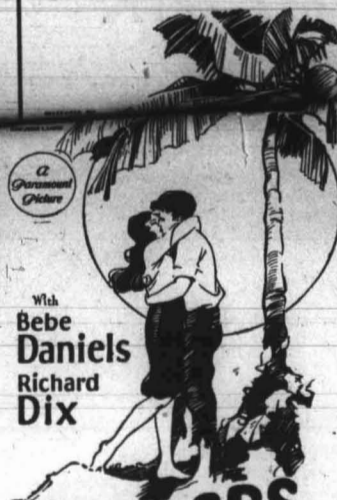
PRESENTED BY  
ADOLPH ZUKOR  
AND  
JESSE LASKY

Theatre—  
Play Dates

TWO big favorites in  
a picturization of a  
famous, prize-winning  
novel. Screened 'mid  
the tropical beauty of  
the South Seas.

Two-column Press Advertisement 2A

## RIALTO (Play Dates)



With  
*Bebe Daniels*  
*Richard Dix*

# "SINNERS IN HEAVEN"

AN ALAN CROSLAND PRODUCTION

SOMETHING new  
in lost-on-a-desert  
island romances. And  
something to get excit-  
ed about! Actually  
filmed on a South Sea  
island.

From the novel by Clive Arden—  
Screen play by James Creelman

One-column Press Ad 1A

Above is a greatly reduced  
Roto Magazine cover. Actual

This is a de luxe article  
appeal as the "Enemy Sex" ro

See a sample at your excl  
Sales Manager to explain how  
on the back page pay the cos

A thousand for only \$7.50,  
for quantity orders. Investig

do the original full justice.

Ask your exchange to show  
you a sample in rich colors.  
\$3.00 per 1,000.

Back page left blank for thea-  
tre name, dates, etc.

PRESENTED BY  
ADOLPH ZUKOR  
AND  
JESSE L. LASKY

WITH  
**Bebe Daniels**  
and **Richard Dix**



Midget Cut 1MB



Midget Cut 1MA



Midget Cut 1MC

## TRAILER

You can get an excel-  
lent Service Trailer on  
"Sinners in Heaven."

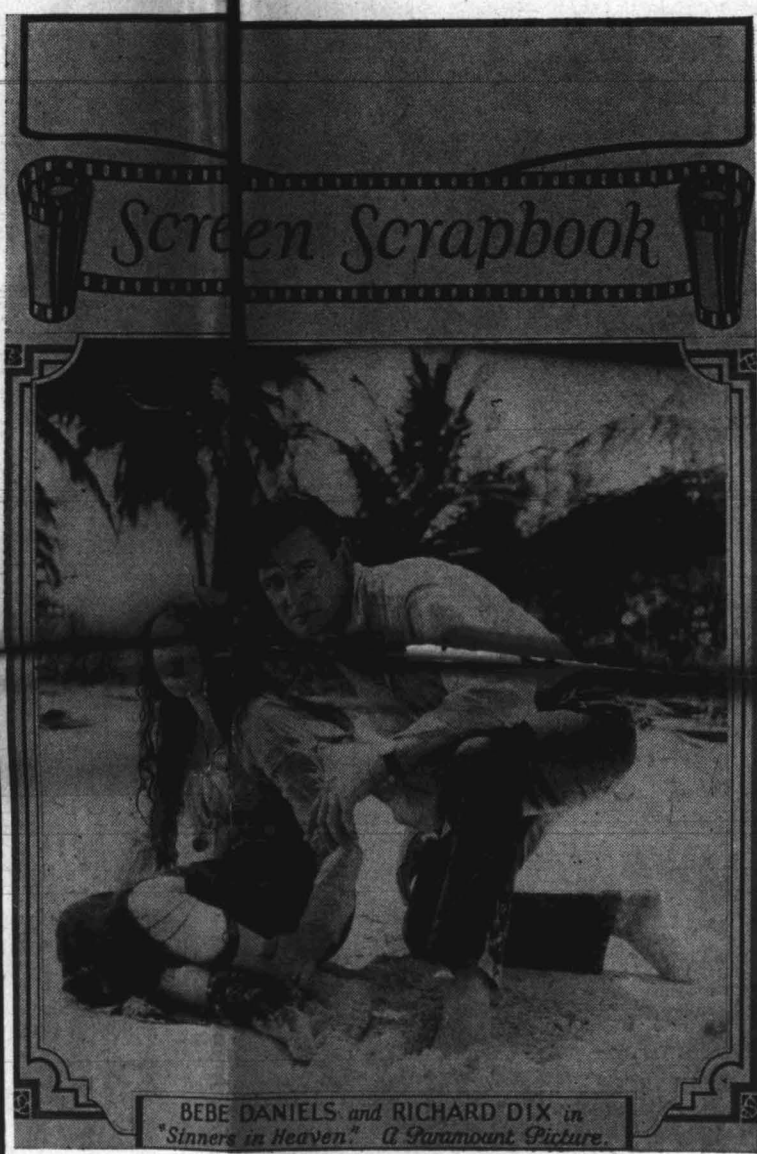
Ask the booker at  
your exchange, or order  
direct from National  
Screen Service, Inc.

For list of offices, see  
Price List on Page 4.



Bebe Daniels  
in the Paramount Picture  
"Sinners in Heaven"  
Production Mat 1PB

## Four-Page Roto Magazine



BEBE DANIELS and RICHARD DIX in  
"Sinners in Heaven." A Paramount Picture.

Above is a greatly reduced illustration of the new-style  
Roto Magazine cover. Actual size is 11 x 17 inches.

This is a de luxe article with the same class and fan-  
appeal as the "Enemy Sex" roto.

See a sample at your exchange, and ask your local Ad  
Sales Manager to explain how you can make the blank space  
on the back page pay the cost, and more.

A thousand for only \$7.50, and special price concessions  
for quantity orders. Investigate!

## "SINNERS IN HEAVEN"

WITH  
**Bebe Daniels, Richard Dix**



AN ALAN CROSLAND PRODUCTION



**M**AROONED on a desert island, fac-  
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See the amazing adventures of this man  
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By far the best picture Daniels and Dix  
ever appeared in.

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Two-column Supplementary Press Ad 2ASX



REST  
—of—  
BILL

**T**HE story of a strait-laced girl  
and a confirmed woman-hater.  
And what happened when Fate  
threw them together, alone, a thou-  
sand miles from civilization.  
Framed in an actual South Sea  
setting.

From the novel by Clive Arden—Screen play by James Creelman

Two-column Supplementary Press Ad 2AS



# "Sinners in Heaven", with Bebe Daniels STORIES TO GET YOU VALUED

Clip the stuff you want on this page and send it to the editors. Additional

## Novel Teaser Campaign on "Sinners in Heaven"

An exhibitor, a man with a strong sense of showmanship, has suggested this teaser campaign on "Sinners in Heaven". Here's his idea:

About a week before you play the picture, start running in the newspapers the teaser synopsis of the powerful story given below an installment each day for six days. The installments follow each other in logical order, but each part works up to a highly dramatic point and then . . . . . "to be continued". The final installment reaches a terrific climax picture.

Then, the day before you play the picture, you come out with a smashing advertisement tying up the picture with your teaser campaign and announcing your playdate. Properly done, a tremendous amount of interest and curiosity can be aroused that will translate itself into dollars and cents at your box-office.

If your town only boasts of a weekly newspaper, or if, for some reason or other, you don't want to string the campaign out for six days, you can, of course, put two or three and even all six installments of the story in one newspaper issue. Be sure, however, that they are scattered throughout the newspaper, and when you mark "to be continued" at the end of each one, mention the page on which they will find the next installment.

### Sinners in Heaven

The engagement of Hugh Rochdale and Barbara Stockley set the little English town of Darbury sizzling with pleasurable gossip. Everybody purred contentedly over the satisfactory match. "They will make such a nice, respectable, young couple".

No one even vaguely suspected the truth!

A sense of duty had made Barbara consent to the engagement. She didn't love Hugh. He was too dull, too stodgy, a poor substitute for the cavalier of her dreams. Barbara was sick of her narrow surroundings, bored to death with her conventional home life. She longed for freedom. She craved excitement. Her soul was starved for romance. She wanted to feel and experience life. Echoes of a jazz-mad world had filled her heart with strange, wild impulses.

With her wedding day four months off, Barbara grew desperately restless. If only she could satisfy her desires, taste a little happiness before marriage caged her in Darbury forever! To Mrs. Field, a worldly woman, her intimate friend, she poured out her innermost yearnings. That wise, understanding woman sympathized and promised to help her.

A few days later Darbury was stunned by the news that Barbara . . . . .

(to be continued)

### Sinners in Heaven

The news that Barbara, accompanied by her aunt, was going to Australia spread like wildfire. Darbury was shocked! Barbara was leaving her future husband on the brink of matrimony. It gasped upon discovering that the journey was to be made, in ultra-modern style, by hydroplane. A strange man would be in charge of the adventure!

The strange man proved to be Mrs. Field's brother. Alan Croft was a distinguished aviator, of international reputation.

Personally Alan did not come up to Barbara's expectations. She took an instinctive dislike to him, despite the fact that he was undeniably handsome. He seemed too determined, too sure of himself. Moreover it irritated Barbara to learn from Mrs. Field that he was a dyed-in-the-

ized that upon her return her new life as Hugh's wife would begin.

Weeks passed, with an occasional letter from Barbara. Then, like a flash of lightning out of a clear sky, came the report that . . . . .  
(to be continued)

### Sinners in Heaven

The report that the Croft hydroplane was missing electrified Darbury. A typhoon had swept across the seas verging upon the Philippine Islands. The lifeless body of the mechanic had been found in the water, where, it was feared, the plane had crashed. The news was a shock to the town.

Barbara and Alan were not dead. The machine had been wrecked on a reef, but they had providentially escaped. To Barbara it all seemed like a horrible nightmare. She was a castaway on an uninhabited tropical island, a million miles from civilization. A weak, defenseless, frightened girl at the mercy of a man whom she neither liked nor understood!

Alan guessed the thoughts that were seething in her brain. A sense of responsibility, glorious, yet fearful, shook his entire being. Barbara trusted in his judgment and resource and honor.

The days passed quickly and pleasantly. Alan constructed a rude shelter; the island abounded in natural fruits, so they had plenty to eat. There was nothing to do but wait and hope for a passing ship. Wandering about one day, a movement behind, among the trees, caused Barbara to look round quickly. The sight that met her eyes made her blood run cold. . . . .  
(to be continued)

### Sinners in Heaven

About ten feet away from Barbara, a pair of fierce, restless eyes gazed upon her from a sooty-black face repulsive by its breadth of nose and thickness of lips. The dark, naked form glistened as if fresh from the water. A savage!

With one shriek of terror, she turned and fled madly. A blood-curdling yell pierced the still air . . . . . the native sprang forward in hot pursuit. Only the sudden appearance of Alan, who seemed to the native to have dropped from the heavens above, saved Barbara from a fate worse than death itself.

Later, with the aid of a wireless transmitting set that he had salvaged from the wreck, Alan convinced the superstitious savages that he was a white god. He threatened to destroy them if he or his wife (as he referred to Barbara) were molested. From that time on nothing was to be feared from the natives.

But a new danger loomed for Barbara. Alan had become acutely aware of her, as he had never yet been aware of any woman. His senses had been stirred. It was the age-old longing of the male for his mate. The climax was not long in coming. One day Alan suddenly caught her up in a fierce, wild embrace. "You are mine", he whispered exultantly. Barbara fought him with the fury of a little wildcat. "Let me go!" she screamed . . . . .  
(to be continued)

### Sinners in Heaven

Alan's arm loosed her so abruptly that she nearly fell.

That night Barbara lay awake throughout the long hours, facing, in terrible isolation, the great question. What she had vaguely feared now loomed up in its naked reality. No drawing-room code was guiding their destinies out here.

## Advance Stories

### "Sinners in Heaven," With Superlative Cast, Coming

The title of the new Paramount picture, "Sinners in Heaven", which is coming to the . . . . . Theatre for a . . . . . run beginning next . . . . . has a distinctly paradoxical sound. It is safe to assume that the picture satisfactorily explains and justifies the title.

To those, however, who have read the story by Clive Arden from which the picture was adapted by James Creelman and produced by Alan Crosland, the title has an especial significance and it is certain that they will approve its retention in the screen play.

"Sinners in Heaven" tells the story of a man and a girl who are found yourself stranded in some remote corner of the earth, apparently a million miles from any sign of civilization, and your only companion was a person whom you cordially disliked! This is the situation that confronts Barbara Stockley, the heroine; and you can readily understand the dynamic possibilities for rich drama when we tell you that the girl eventually falls in love with the man and marries him, there, in the heart of the African desert! How the marriage is performed and what happens after that, we will let you discover for yourself.

With a combination of such box office favorites as Bebe Daniels and Richard Dix who portray the two leading roles, surrounded by such likeable and well known players as Holmes Herbert, Montague Love, Florence Billings, Effie Shannon, Betty Hilburn and Marcia Harris, the only fair thing to do is designate it as an all-star cast.

Make a note of the play date if you want to be amongst those present when "Sinners in Heaven" comes to town!

### Bebe Daniels, Richard Dix In New Paramount Picture

Every once in a while there suddenly appears on the film horizon a motion picture that offers something new in the way of story and theme. Originality in photoplays, as regards plot is mighty rare, and for that very reason "Sinners in Heaven", the new Paramount picture, which comes to the . . . . . Theatre next . . . . . for a . . . . . run, deserves to be singled out for special and honorable mention.

To many film fans the title of this screenplay has a familiar and reminiscent sound. That's because it was adapted by James Creelman from the powerful novel of the same name by Clive Arden who had the coveted honor of having this story adjudged the prize-winner in the English book competition of last year.

Alan Crosland, who produced the picture, has many directorial triumphs to his credit, but it is no exaggeration to say that he has surpassed all of his previous efforts with "Sinners in Heaven".

An indication of the extreme care that went into the making of this cinema may be seen in the array of screen talent that has been assembled for the various roles. Bebe Daniels and Richard Dix have the two featured roles, while the supporting cast includes Holmes Herbert, Montague Love and others.

savage chiefs, brought matters to a head. Jealous of the "white god's" influence over his subjects, he made a desperate attempt to kill Alan. Barbara saw his danger. Instantly she whipped out her revolver and shot the native.

All at once there came to Alan the realization of Barbara's transformation. The blood raced madly through his veins. And then his arms were

## Special Stories

### Richard Dix Offers Ten Rules to Desert Island Dwellers

MUCH has been written about what books to select for a journey on a desert island, and many persons have given their ideas of spiritual, mental and physical provisions for such an experience.

The latest to come forward with suggestions on the subject is Richard Dix, popular Paramount star, who recently returned from a six week stay on several of the Bahama Islands, where scenes were filmed for a new motion picture, "Sinners in Heaven", in which Dix is co-feature with Bebe Daniels.

Out of the wisdom and experience gained on this trip, Dix offers rules, the observance of which, guarantees, will make living on a desert island a positive delight.

Here they are:

1. Take a fly-swatter. The flies are terrible in the south seas.
2. Take a large bottle of camellia oil as a protection for mosquitoes.
3. Take a safety razor, if a woman.
4. Take a few cases of spring water to drink.
5. Be sure to have an umbrella, the sun usually is hot.
6. Have several large crabs.
7. Take along your own recreating plant.
8. Provide yourself with a set of borer holes in cocoanuts.
9. Have a portable victrola.
10. Carry along a large comfortable hammock.

Of course these are only the essentials, the bare necessities needed for a stay on a desert island. If you would have real luxury, sure to have your yacht parked nearby so that when life gets monotonous in the island you can take a ride.

For further information regarding desert island life, see "Sinners in Heaven", Alan Crosland's production of Clive Arden's absorbing story. The picture is scheduled to open at the . . . . . Theatre next . . . . . for a . . . . . run.

### Work in the Movies Just Like Play? Ask Dix, He Knows

Fate and a production scheduled with Richard Dix had planned a dinner party for him and his friends. It was all set to be an evening of pleasure after a hard day's work—but it was not to be.

Alan Crosland, Paramount director, suddenly announced that that night on "Sinners in Heaven", the picture in which Richard Dix and Bebe Daniels have the two leading roles.

"Gee, but this is my birthday party tonight!" explained Dix.

"Sorry", said Crosland, "but I didn't know you were making a birthday and. . . . . If we don't work tonight it will cost thousands of dollars!"

Dix worked motion picture stars lead easy life!

"Sinners in Heaven" is announced as the feature picture at the . . . . . Theatre, beginning next . . . . .

### Fashion Designers Beware! Bebe Daniels Turns Modiste

Bebe Daniels was her own modiste. The south-sea island picture in her last costumes she . . . . .

# with Bebe Daniels and Richard Dix YOU VALUABLE PUBLICITY

the editors. Additional press sheets at your exchange if you need them.



## Special Stories

### Richard Dix Offers Ten Rules to Desert Island Dwellers

MUCH has been written about what books to select for a sojourn on a desert island, and many persons have given their idea of spiritual, mental and physical provisions for such an experience.

The latest to come forward with suggestions on the subject is Richard Dix, popular Paramount star, who recently returned from a six weeks' stay on several of the Bahama Islands, where scenes were filmed for new motion picture, "Sinners in Heaven", in which Dix is co-featured with Bebe Daniels.

Out of the wisdom and experience gained on this trip, Dix offers ten rules, the observance of which, he guarantees, will make living on a desert island a positive delight. Interestingly, he says, the rules are the same.

1. Take a fly-swatter. The sand flies are terrible in the south seas.
2. Take a large bottle of citronella oil as bait for mosquitos.
3. Take a safety razor, if a man; a vanity case, if a woman.
4. Take forty-nine cases of good spring water to drink.
5. Be sure to have an umbrella, the sun usually is hot.
6. Have several large sticks carefully made to fight off sand crabs.
7. Take along your own refrigerating plant.
8. Provide yourself with a gimmet to bore holes in cocoanuts.
9. Have a portable victrola and radio set combined.
10. Carry along a large comfortable hammock.

Of course these are only the ten essentials, the bare necessities, needed for a stay on a desert island. If you would have real luxury, be sure to have your yacht parked nearby so that when life gets too monotonous on the island you can take a ride.

For further information regarding desert islands, see "Sinners in Heaven", Alan Crosland's production of Clive Arden's absorbing story of the same name. The picture is scheduled to open at the Theatre next for a run.

### Work in the Movies Just Like Play? Ask Dix, He Knows!

Fate and a production schedule played havoc with Richard Dix's birthday celebration not so very long ago. He had planned a dinner with friends and was all set to enjoy an evening of pleasure after a hard day's work—but it was not to be!

Alan Crosland, Paramount director, suddenly announced that the entire company would have to work that night on scenes for "Sinners in Heaven", the picture in which Richard Dix and Bebe Daniels have the two leading roles.

"Gee, but this is my birthday", explained Dix. "I want to have a party tonight."

"Sorry", said Crosland, "but we didn't know that to-day was your birthday and we have made plans to work tonight. If we don't work, it will cost thousands of dollars."

Dix worked. And yet some people think motion picture stars lead an easy life!

"Sinners in Heaven" is announced as the feature picture at the Theatre, beginning next.

### Fashion Designers Beware! Bebe Daniels Turns Modiste

Bebe Daniels has her own modiste south-sea island

## Press Reviews

(Review No. 1)

WITHOUT hesitation we award the blue ribbon as the week's best picture to "Sinners in Heaven", the latest cinema opus from the Paramount organization, which opened last night at the Theatre for a days run. For dramatic strength of story, excellent characterization, pictorial beauty and able direction, this picturization of the famous novel of the same name by Clive Arden, adapted to the screen by James Creelman and produced by Alan Crosland, is miles ahead of many of the recent screen offerings.

If the word "super-film" had not fallen into disrepute because of misuse and abuse, we would be sorely tempted to apply it to this picture. It is a masterpiece of the "fan".

The unusual theme of the story made its transfer to the silver sheet a delicate operation, so to speak; and the fact that it has been accomplished with admirable finesse, so that even the most rabid puritan will find nothing to criticize, reflects great credit on scenarist and producer. And yet, all the vitality and dynamic dramatic power of the story, which won the prize in England as the best novel of the year, has been preserved intact. Personally we believe that "Sinners in Heaven" as a picture will be even more enthusiastically received than was "Sinners in Heaven" as a book.

Briefly, the plot unfolds the adventures of a man and girl who find themselves cast away on a desert island with no apparent hope of rescue. Bound by a life-time of conventions and tradition and loyalty to her fiancé back in England, the girl struggles against her overwhelming love for the man—but in vain! And the manner in which these two work out their salvation provides some of the most gripping drama ever flashed on the screen.

Bebe Daniels and Richard Dix portray the two leading roles, and to say that each scores a distinct personal triumph is but stating a fact. The other members of the excellent cast include some of filmdom's most popular favorites, Montague Love, Holmes Herbert, Florence Billings, Betty Hilburn, Effie Shannon and Marcia Harris.

By all means see "Sinners in Heaven". It is screen fare de luxe!

(Review No. 2)

The Theatre last night was the scene of a local film event of more than ordinary interest. That widely-heralded and much discussed Paramount picture, "Sinners in Heaven" had its premiere there, and we may as well state at the outset that this photoplay, based upon the prize-winning novel by Clive Arden, fully measures up to the glowing advance reports that were circulated about it.

Not a small measure of the success of the picture is due to the skillful adaptation of James Creelman and the directorial genius of Alan Crosland. Theirs was no easy task, for the transference of a popular novel to the screen is always attended with a good many difficulties. In this case it was accomplished successfully and the result is a film, replete with thrilling action, flavored with romance and chock-full of pictorial beauty.

Acting honors fall to the lot of Bebe Daniels and Richard Dix who play the two featured roles. Miss Daniels makes her part stand out by reason of her sincerity and naturalness, while Dix gives an unusually fine performance that speaks volumes for him as an actor of extraordinary ability. Holmes Herbert, Montague Love, Florence Billings, Betty Shan-

## "Sinners in Heaven"

### Paramount Production of Famous Prize-Winning Novel Filmed Under Difficulties

THE average film fan, who sits midst comfort and ease in a well-ventilated, excellently-appointed theatre and watches the silent shadows flit across the silver sheet, little dreams of the time and effort and energy that goes into the making of a motion picture. It is difficult to convince him or her (as the case may be) that the few thousand feet of film which takes about an hour to unwind upon the screen took many months of heart-breaking work—work sometimes accomplished under tremendous difficulties.

### "Sinners in Heaven"

Clive Arden's Novel

### Island Dancing Girls Gilda Gray Better Look to Her Laurels Says Noted Paramount Director

WHEN "Sinners in Heaven", the new Paramount picture with Bebe Daniels and Richard Dix, is flashed on the local screen at the Theatre next, motion picture patrons will have an opportunity of comparing American methods in the terpsichorean art with those that are most favored in the Bahama Islands.

Those who have been privileged to get an advance look at the picture predict that it will do as much to glorify the native girls of the Bahamas as Florenz Ziegfeld has done for the American girl in his Follies.

All of which is due to Alan Crosland, the director of the photoplay. He picked out twenty-four native beauties in Nassau, where the company made its headquarters while filming the exterior scenes for the picture on eight of the islands, and instructed them in a native dance.

The troupe was known as "Crosland's Follies" among the picture people, and every night at the hotel Crosland would put his "Tiller Girls of the Bahamas" through their steps for the entertainment of the guests. The affair got to be the talk of Nassau and when the troupe was scheduled to do the dance before the camera, citizens of the town journeyed to the island on which the company was working to see the finished product.

"Gilda Gray with all her movements has nothing on these native girls", said the Paramount director. "They got so proficient in the so-called art of south-sea dancing that I had to break up their rhythm so the dance would not look as if it were a product of Broadway."

The religious festival of the natives at which these girls did their dance is one of the interesting scenes in "Sinners in Heaven".

The picture is based upon James Creelman's adaptation of Clive Arden's famous prize-winning novel of the same name. Besides Miss Daniels and Mr. Dix, the cast includes Holmes Herbert, Montague Love, Effie Shannon, Florence Billings, Betty Hilburn and Marcia Harris.

### Chief Products of Bahamas Are Cannibals, Mosquitos and Heat

According to Bebe Daniels and Richard Dix, who are co-featured in "Sinners in Heaven", an Alan Crosland-Paramount picture, the Bahama Islands are chock-full of cannibals, mosquitos and heat.

These two popular players know whereof they speak because they spent several weeks in Nassau and other islands during the making of their latest film. To get the proper atmosphere and colorful tropical backgrounds, Director Crosland took the entire company there and all of

you will be amazed at the marvelous south-sea atmosphere and the pictorial beauty of the tropical backgrounds but you will know nothing of the hardships that every member of the company experienced in making the picture.

"The sun was 120 degrees in the shade and there was no shade", said Richard Dix, one of the featured players.

"Can you imagine", chimed in Bebe Daniels, who also has a leading role in the picture. "I had a chill and lost ten pounds!"

In checking up the casualties of the location trip, it was discovered that Miss Daniels ran a rusty nail into her foot; Dix splintered his elbow in the fight he had with Montague Love, who played the native chief; Victor DeLinsky, who was one of the natives, suffered a badly sprained ankle while carrying Miss Daniels over slippery palm leaves for a scene in the picture; and everybody in the company came back to New York tanned and thin from the excessive heat of the tropics and marked by hundreds of mosquito bites. Oh Art, what sacrifices are made in thy name!

"Sinners in Heaven" was produced by Alan Crosland from an adaptation by James Creelman of the famous prize-winning novel of the same name by Clive Arden. It depicts the romance of a man and girl cast away on a desert island.

Besides Bebe Daniels and Richard Dix, the cast includes Holmes Herbert, Montague Love, Florence Billings, Effie Shannon, Betty Hilburn and Marcia Harris.

### Babe Daniels Discovers Perfect Reducing Process

Attention all ye women who are unpleasingly plump! Bebe Daniels, noted Paramount screen star, has made a discovery that will interest you. She has found the best reducing process ever brought to the attention of a long-suffering, flesh-laden female. No beauty muds, bath salts or massages are necessary. Just go to Nassau in the month of June and work!

When Miss Daniels, Richard Dix and a company of Paramount players returned to New York from the Bahama Islands where scenes were made for "Sinners in Heaven", a new Alan Crosland production, it was discovered that every one had lost weight.

Miss Daniels was ten pounds lighter, Dix had lost fifteen pounds, Alan Crosland dropped twelve pounds, and other members of the company lost from five to twenty pounds in weight.

"You don't have to do a thing," explained Bebe. "The tropical sun just bakes the excess flesh away. I wasn't particularly anxious to lose weight but I did. As a place for reducing I'd say Nassau was the spot and I recommend it to anyone who wants to take off flesh fast and without much trouble or inconvenience, except a

Besides the two featured in the supporting cast includes Herbert, Montague Love, Effie non, Florence Billings, Bet burn and Marda Harris. Fil will have a chance to see this when it opens at the .... Theatre next ..... for a . run.

Take a large bottle of citro-  
oil as for mosquitos.  
Take a safety razor, if a man;  
a woman.  
Take a nine cases of good  
drink.  
Be sure to have an umbrel-  
ally is hot.  
Have several large sticks  
to fight off sand  
your own refrig-  
yourself with a gim-  
in cocoanuts.  
Have a portable victrola and  
set com-  
along a large comfort-  
hammock  
these are only the ten  
bare necessities,  
ay on a desert island.  
You would have real luxury, be-  
to have your yacht parked  
by so that when life gets too  
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or further information regarding  
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### Movies Just Like Play? Dix, He Knows!

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### Fashion Designers Beware! Bebe Daniels Turns Modiste

Bebe Daniels was her own modiste  
one of the south-sea island  
umes she wears in her latest  
amount  
ident but is merely another  
of the vitality of this vivacious  
film star.  
Alan Crosland, the director, took  
entire company making this  
ture to the Bahama Islands  
ere exterior scenes for the photo-  
y were shot. When Bebe reached  
sandy stretch of beach where the  
door scenes were to be made, she  
covered that the handsome piece  
tapis cloth which she bought at  
fashionable Fifth avenue shop  
not entirely conducive to solid  
fort, so she discarded it and  
igned a costume of Palmetto bark.  
The entire costume, consisting of  
rt and jacket, was made of dry  
k, which is about the texture of  
y satin, and was sewed together  
h thread from palm leaves.  
I just wanted to prove that all  
t has been written about living  
a desert island without the im-  
ments of civilization was not  
k," explained Miss Daniels.  
Richard Dix, who is appearing  
h Miss Daniels in the picture,  
eed that the costume was unique  
entirely appropriate.  
"Sinners in Heaven" was adapted  
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the same name by Clive Arden. It  
is with the thrilling adventures  
a man and girl stranded on a  
ert island, thousands of miles  
n civilization.  
Besides the two featured players,  
supporting cast includes Holmes  
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Briefly, the plot unfolds the ad-  
ventures of a man and girl who find  
themselves cast away on a desert is-  
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Bound by a life-time of conventions  
and tradition and loyalty to her  
fiance back in England, the girl  
struggles against her overwhelming  
love for the man—but in vain! And  
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Bebe Daniels and Richard Dix  
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lings, Betty Hilburn, Effie Shannon  
and Marcia Harris.

By all means see "Sinners in  
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### (Review No. 2)

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Acting honors fall to the lot of  
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play the two featured roles. Miss  
Daniels makes her part stand out by  
reason of her sincerity and natural-  
ness, while Dix gives an unusually  
fine performance that speaks volumes  
for him as an actor of extraordinary  
ability. Holmes Herbert, Montague  
Love, Florence Billings, Effie Shan-  
non, Betty Hilburn and Marcia Har-  
ris are some of the other members  
than adequate in their respective  
roles.

If you miss seeing "Sinners in  
Heaven", you'll have no one but  
yourself to blame!

### (Review No. 3)

An unforgettable story plus flaw-  
less acting and admirable direction  
combine to make "Sinners in Heaven"  
one of the highlights among the sea-  
son's current films. This Paramount  
picture made its debut yesterday at  
the ..... Theatre and its hearty  
reception by the first night audience  
is a positive guarantee of its worth.

The story, an adaptation by James  
Creelman of the prize-winning novel  
of the same name by Clive Arden,  
deals with Barbara Stockley (played  
by Bebe Daniels) and Alan Croft,  
(portrayed by Richard Dix). These  
two, one a straight-laced little English  
girl, the other, a dare-devil British  
aviator, are the sole survivors of an  
ill-fated hydroplane expedition. Cast  
away on a desert island, they not  
only have to fight for life against  
nature and native savages but against  
their own conflicting emotions. It is  
a strange, tense, dramatic struggle  
that takes place there in that tropical  
island, a million miles from civil-  
ization, the heart-stirring conflict be-  
tween love and convention. Love  
wins, and the resulting complications  
provide some startling surprises.  
The entire production was filmed  
under the personal supervision of  
Alan Crosland which is evidence  
enough of its excellence from a direc-  
torial angle. Scenically and photo-  
graphically, the picture is "a thing  
of beauty".

### Members Says Noted Para- mount Director

WHEN "Sinners in Heaven", the  
new Paramount picture with  
Bebe Daniels and Richard Dix, is  
flushed on the local screen at the  
..... Theatre next .....,  
motion picture patrons will have an  
opportunity of comparing American  
methods in the terpsichorean art with  
those that are most favored in the  
Bahama Islands.

Those who have been privileged to  
get an advance look at the picture  
predict that it will do as much to  
glorify the native girls of the  
Bahamas as Florenz Ziegfeld has  
done for the American girl in his  
Follies.

All of which is due to Alan Cros-  
land, the director of the photoplay.  
He picked out twenty-four native  
beauties in Nassau, where the company  
made its headquarters while filming  
the exterior scenes for the picture  
on eight of the islands, and instructed  
them in a native dance.

The troupe was known as "Cros-  
land's Follies" among the picture  
people, and every night at the hotel  
Crosland would put his "Tiller Girls  
of the Bahamas" through their steps  
for the entertainment of the guests.  
The affair got to be the talk of  
Nassau and when the troupe was  
scheduled to do the dance before the  
camera, citizens of the town jour-  
neyed to the island on which the  
company was working to see the  
finished product.

"Gilda Gray with all her move-  
ments has nothing on these native  
girls", said the Paramount director.  
"They got so proficient in the so-  
called art of south-sea dancing that  
I had to break up their rhythm so the  
dance would not look as if it were a  
product of Broadway."

The religious festival of the natives  
at which these girls did their dance  
is one of the interesting scenes in  
"Sinners in Heaven".

The picture is based upon James  
Creelman's adaptation of Clive Ar-  
den's famous prize-winning novel of  
the same name. Besides Miss Daniels  
and Mr. Dix, the cast includes Holmes  
Herbert, Montague Love, Effie Shan-  
non, Florence Billings, Betty Hilburn  
and Marcia Harris.

### Chief Products of Bahamas Are Cannibals, Mosquitos and Heat

According to Bebe Daniels and  
Richard Dix, who are co-featured in  
"Sinners in Heaven", an Alan Cros-  
land-Paramount picture, the Bahama  
Islands are chock-full of cannibals,  
mosquitos and heat.

These two popular players know  
whereof they speak because they  
spent several weeks in Nassau and  
other islands during the making of  
their latest film. To get the proper  
atmosphere and colorful tropical  
backgrounds, Director Crosland took  
the entire company there and all of  
the exterior scenes were made on  
eight of the largest islands.

About the cannibals Miss Daniels  
second-hand. It is a fact that the  
natives in the far south are still  
canabalistic and for that very reason  
many of the islands have never been  
explored. Regarding the mosquitos  
and heat, they speak from personal  
observation and sad experience.

"The sun doesn't burn or tan a  
white man", explained Dix. "It liter-  
ally cooks right through to the  
marrow of the bones".

"And the mosquitos", chimed in  
Bebe, "are as big as bull-dogs and  
carry big, sharply-pointed spears".  
And that's that!

"Sinners in Heaven" opens at the  
..... Theatre next .....

### Superlative Cast a Feature of New Alan Crosland Picture

Speaking of picture casts, the  
Alan Crosland-Paramount picture,  
"Sinners in Heaven", which will open  
a run of ..... days at the  
..... Theatre on ..... next,  
includes a list of prominent names  
that go to make up a truly all-star  
cast.

Bebe Daniels and Richard Dix are  
featured in the two principal roles  
of the production which is an adap-  
tation of the famous story of the  
same name by Clive Arden. The  
strong supporting cast includes Hol-  
mes Herbert, Montague Love, Effie  
Shannon, Florence Billings, Betty  
Hilburn and Marcia Harris.

Aside from the notable cast and  
dramatic strength of the story, the  
picture is distinguished by reason of  
its unusually picturesque back-  
grounds and colorful pictorial set-  
tings.

member of the company experienced  
in making the picture.

"The sun was 120 degrees in the  
shade and there was no shade", said  
Richard Dix, one of the featured  
players.

"Can you imagine", chimed in Bebe  
Daniels, who also has a leading role  
in the picture. "I had a chill and lost  
ten pounds".

In checking up the casualties of the  
location trip, it was discovered that  
Miss Daniels ran a rusty nail into her  
foot; Dix splintered his elbow in the  
fight he had with Montague Love,  
who played the native chief; Victor  
DeLinsky, who was one of the  
natives, suffered a badly sprained  
ankle while carrying Miss Daniels  
over slippery palm leaves for a scene  
in the picture; and everybody in the  
company came back to New York  
tanned and thin from the excessive  
heat of the tropics and marked by  
hundreds of mosquito bites. Oh Art,  
what sacrifices are made in thy  
name!

"Sinners in Heaven" was produced  
by Alan Crosland from an adaptation  
by James Creelman of the famous  
prize-winning novel of the same name  
by Clive Arden. It depicts the ro-  
mance of a man and girl cast away on  
a desert island.

Besides Bebe Daniels and Richard  
Dix, the cast includes Holmes Her-  
bert, Montague Love, Florence Bil-  
lings, Effie Shannon, Betty Hilburn  
and Marcia Harris.

### Babe Daniels Discovers Perfect Reducing Process

Attention all ye women who are  
unpleasantly plump! Bebe Daniels,  
noted Paramount screen star, has  
made a discovery that will interest  
you. She has found the best reducing  
process ever brought to the attention  
of a long-suffering, flesh-laden fe-  
male. No beauty muds, bath salts or  
massages are necessary. Just go to  
Nassau in the month of June and  
work!

When Miss Daniels, Richard Dix  
and a company of Paramount players  
returned to New York from the  
Bahama Islands where scenes were  
made for "Sinners in Heaven", a new  
Alan Crosland production, it was dis-  
covered that every one had lost  
weight.

Miss Daniels was ten pounds  
lighter, Dix had lost fifteen pounds,  
Alan Crosland dropped twelve  
pounds, and other members of the  
company lost from five to twenty  
pounds in weight.

"You don't have to do a thing," ex-  
plained Bebe. "The tropical sun just  
bakes the excess flesh away. I wasn't  
particularly anxious to lose weight but  
I did. As a place for reducing I'd  
say Nassau was the spot and I recom-  
mend it to anyone who wants to take  
off flesh fast and without much  
trouble or inconvenience, except a  
very hot sun."

However a loss of ten pounds did  
not mar Miss Daniels' beauty, as you  
will be able to see for yourself if you  
Theatre d  
the next .....  
ners in Heaven" is the film attraction.

### Fly Settles on Star's Nose and Ruins Tender Love Scene

Just mention flies to Richard Dix  
and watch him explode. For the  
nemesis of this popular star is the  
fly—any kind of a fly, but particularly  
the pestiferous sand fly.

Down in Nassau, the Bahamas,  
where scenes were made for "Sinners  
in Heaven", a forthcoming Paramount  
picture to be shown soon at the  
..... Theatre, a sand fly worked  
havoc with one of the most intense  
love scenes between Dix and Bebe  
Daniels. The fly landed right on  
Richard's nose at the height of the  
love-making, and try as hard as he  
could there was no moving said fly.

"We'll have to take this scene  
over", ordered Alan Crosland, the di-  
rector, after the camera had recorded  
the grimaces made by Dix. "What  
happened to your face, Richard?" he  
inquired curiously.

"Didn't you see the fly?" asked  
Dix.

"No", said Crosland.  
"Well, he was small but mighty",  
said Dix.

Whereupon all the flies were  
chased out of the scene and the love-  
making between the two players was  
resumed with better success.

Besides Miss Daniels and Mr. Dix,  
the cast boasts of such likeable film  
personalities as Holmes Herbert,  
Montague Love, Florence Billings,  
Effie Shannon, Betty Hilburn and  
Marcia Harris.

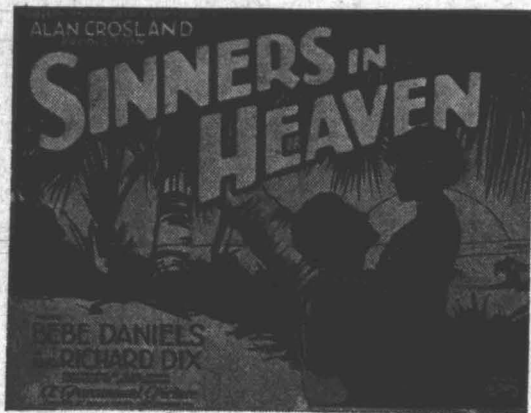


# "Sinners in Heaven", with Bebe Daniels PAPER TO MAKE THIS A BO

"If It's Worth Running, It's Worth

## It's Colored INSERT CARDS

Insert cards are the handy  
of the poster family—you  
find a dozen different uses  
them. And they're ch



SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

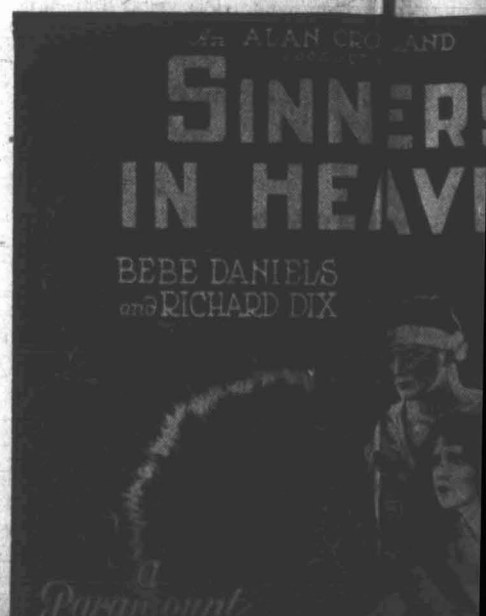
**NOTE:**—The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)		One Column	.05
One Sheet (1A and 1B)	.15	Two Column	.10
Three Sheet (3A and 3B)	.45	Supplementary (Two Column) (Adv. Only)	.10
Six Sheet (6A)	.75	Three Column (Adv. only)	.15
Twenty-four Sheet (24A)	2.40	Four Column (Adv. only)	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.60	Insert Cards (14 x 36 in. to fit above)	.25
STAR CUTS OF BEBE DANIELS		22 x 28 Gilt Frames	1.50
One Column (two styles)	.25	Roto Magazine (per 1,000)	7.50
Two Column	.40	Heralds, per thousand	3.00
Three Column	.90	Window Card	.07
Circle Thumbnail (Coarse or Fine)	.15	Announcement Slide	.15
For Newspaper Ads		Publicity Photos, Each	.10
ADVERTISING CUTS		Trailers—National Screen Service	
One Column	.35	126 W. 46th St., New York City	
Two Column	.65	845 So. Wabash Ave., Chicago, Ill.	
Supplementary (Two Column)	.25	917 So. Olive Street, Los Angeles, Cal.	
Three Column	1.35	284 Turk St., San Francisco.	

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager  
about the new special proposition  
on 22 x 28 lobby cards and frames!



# with Bebe Daniels and Richard Dix THIS A BOX-OFFICE TRIUMPH



*Running, It's Worth Advertising"*

## It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



CLASSY LOBBY PHOTOS—EACH 11" x 14"

### Ad or Program Shorts

Stranded on a desert island, alone with a man she loved and no hope of rescue. What was she to do?

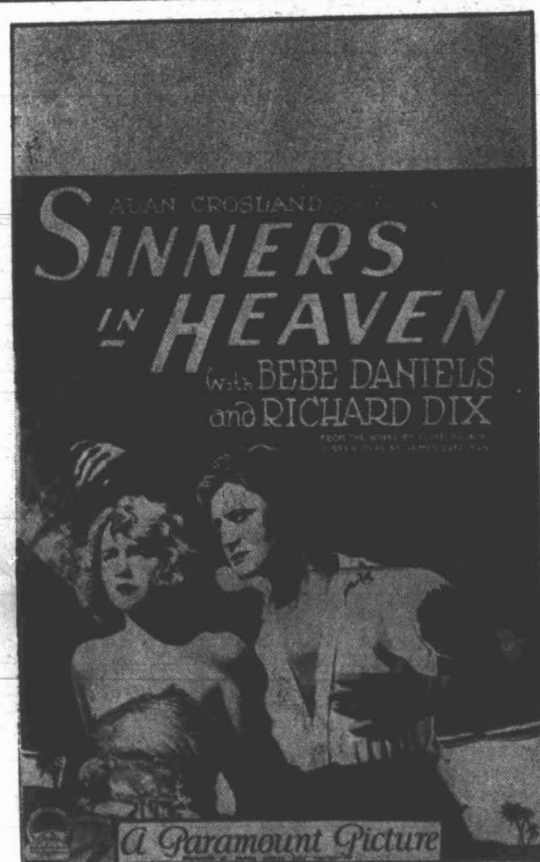
Can true love become a menace? See "Sinners in Heaven."

"Love will find a way"—but when the setting is a desolate tropical island, how can the way be found?

Robinson Crusoe and his man Friday didn't have to solve the serious problems confronting the marooned man and woman in "Sinners in Heaven."

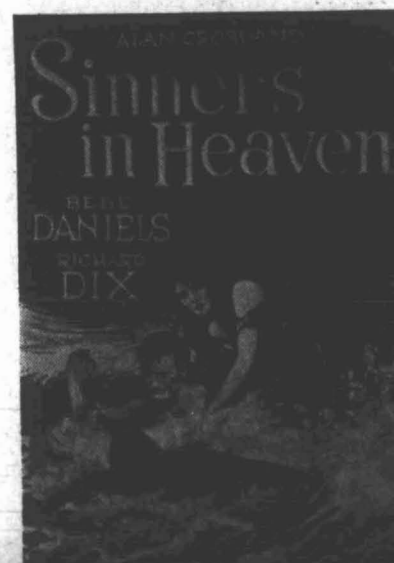
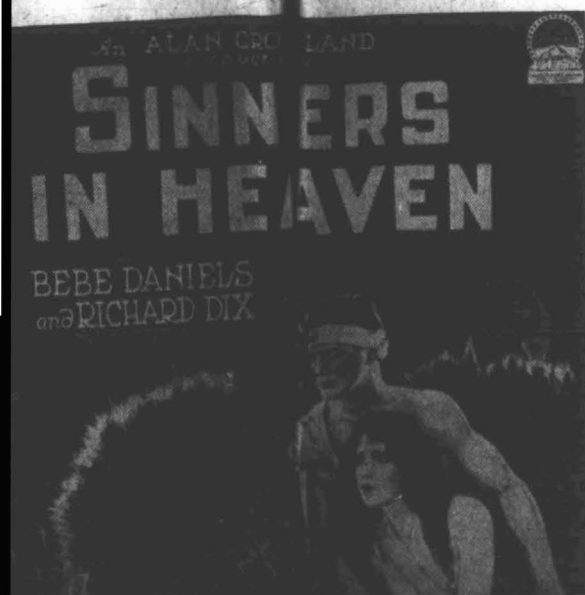
A desert island romance along brand new lines. With Bebe as the girl and Dix as the man.

In matters of conventions, must time, place and persons be considered? See "Sinners in Heaven."



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!



## SET OF EIGHT COLORED LOBBY CARDS

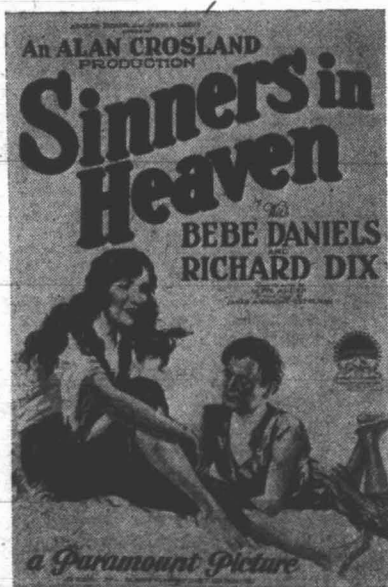
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Press Books and Music Cues are gratis.



One-Sheet Poster 1A

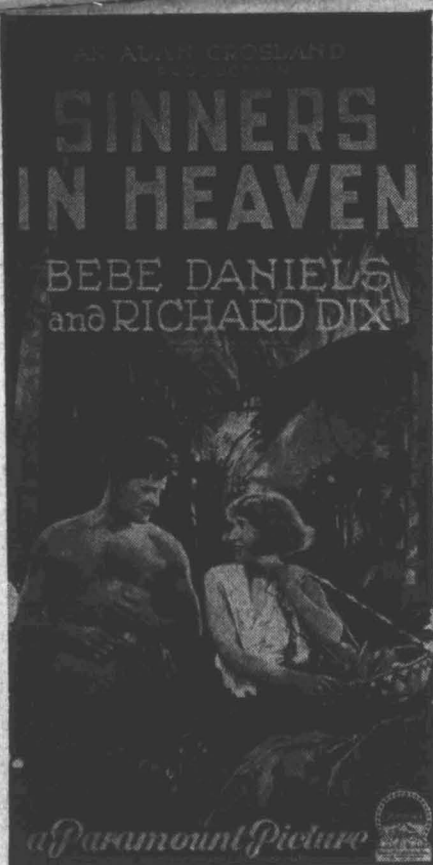
Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Colored Lobby Card (22'' x 28'')



Six-Sheet Poster 6A



Three Sheet Poster—3A



Twenty-four Sheet Poster

CLASSY LOBBY PHOTOS—EACH 11" x 14"

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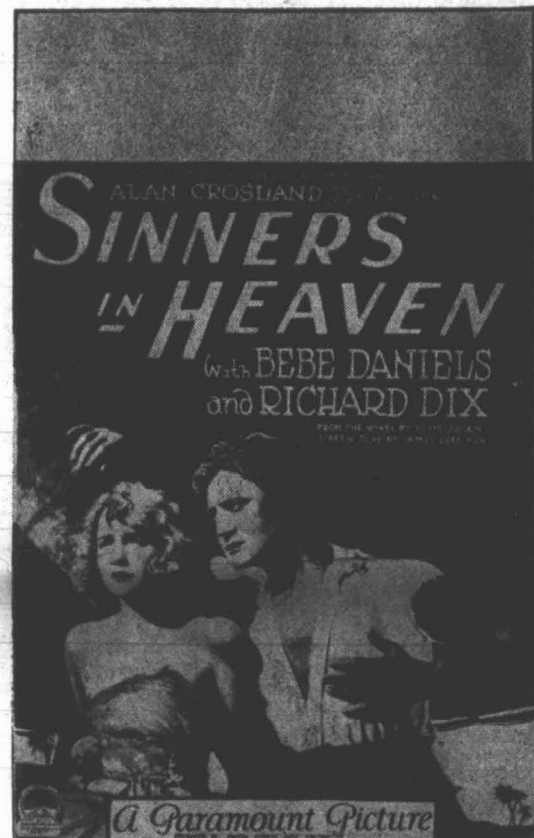
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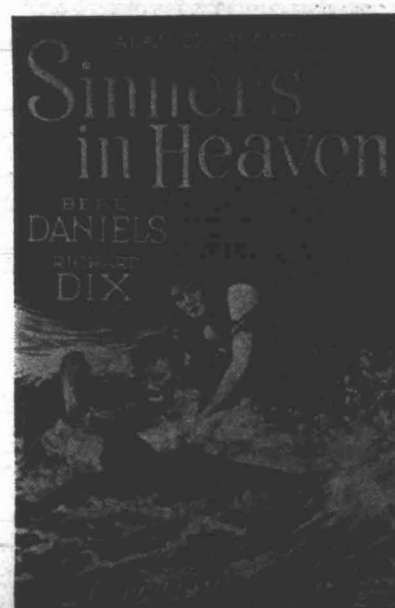
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Window Card

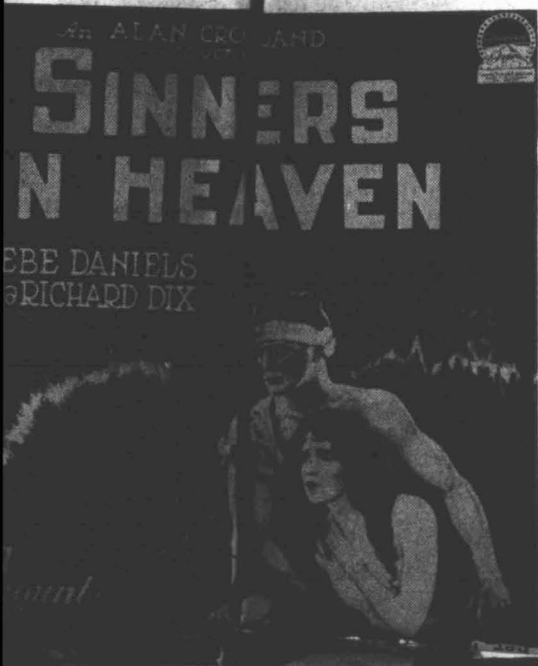
Put the picture over the top by putting posters over the town. Here are real business-getters!



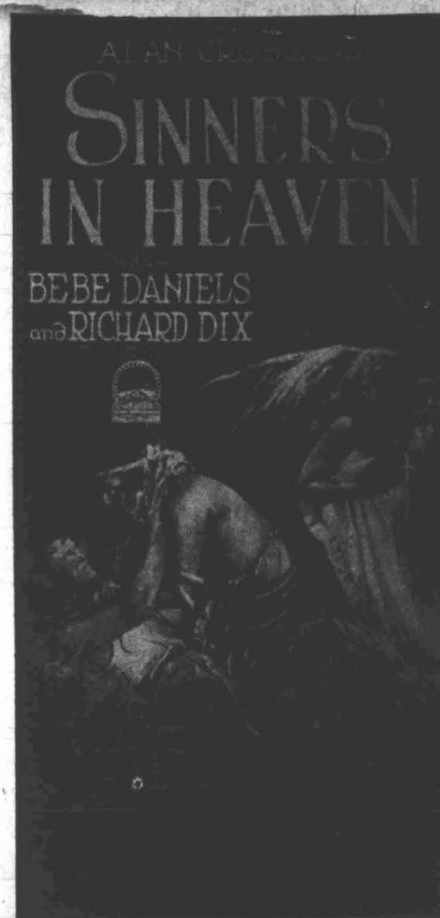
One-Sheet Poster 1B



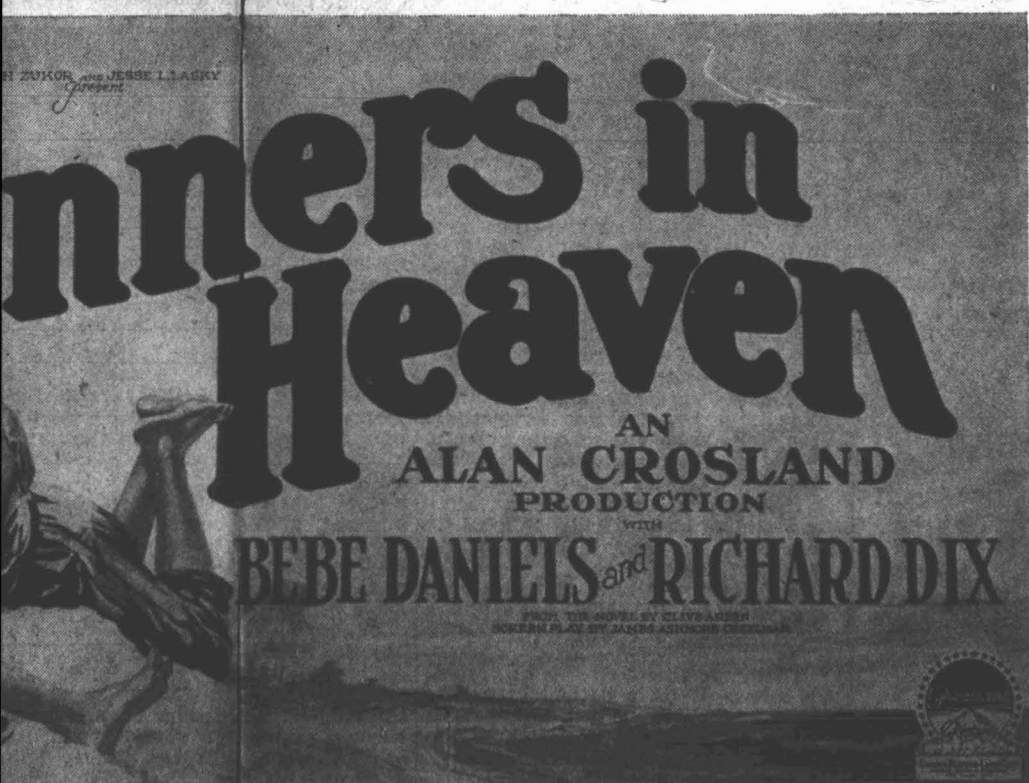
Announcement Slide



Six-Sheet Poster 6A



Three Sheet Poster—3B



Twenty-four Sheet Poster 24A

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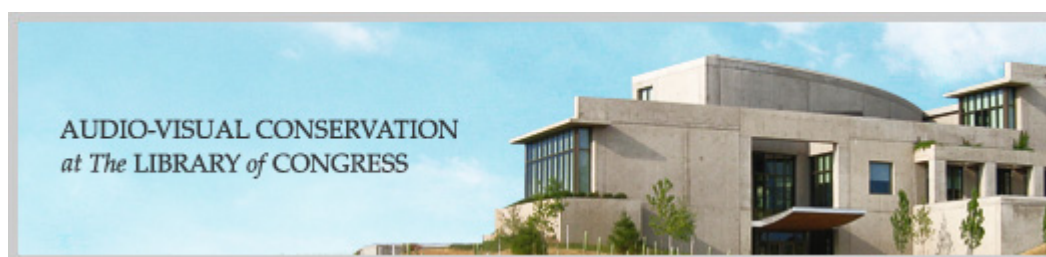
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